



## VESPA ROMA 2026 – 80 YEARS OF AN ICON

THE ETERNAL CITY WELCOMES THE CELEBRATIONS FOR THE 80TH ANNIVERSARY OF A TIMELESS ICON

FROM JUNE 25 TO 28, FOUR DAYS OF FESTIVITIES AND EVENTS OPEN TO ALL: MUSIC, EXHIBITIONS, GAMES, SPECIAL GUESTS, AND ENDLESS FUN

SET TO BE THE LARGEST GATHERING IN VESPA HISTORY, TENS OF THOUSANDS OF VESPISTI FROM AROUND THE WORLD ARE EXPECTED TO CELEBRATE A UNIVERSAL SYMBOL OF STYLE, *JOIE DE VIVRE*, AND FREEDOM

*Milan - May 28, 2026* – Rome is preparing to become the stage for the largest celebration in the history of a true legend. **From June 25 to 28, 2026**, the Italian Capital will host **VESPA ROMA 2026 – 80 YEARS OF AN ICON**, a four-day festival filled with events open to the public, dedicated to the 80th anniversary of a global symbol of freedom, style, and *joie de vivre*.

Rome, which embodies Vespa's elegant and cosmopolitan soul like no other place, is ready to welcome enthusiasts from all over the world, with thousands of Vespisti arriving from every continent.

### **Davide Zanolini – EVP Global Marketing & Communication, Piaggio Group**

*"In Rome, we are celebrating 80 years not just of a brand, but of a lifestyle that has uniquely inspired generations worldwide.*

*It will be a massive celebration, bringing together passionate fans from every continent to share their love for Vespa and the innate sense of freedom that only she can create. All of this will unfold with the unmistakable style and elegance that Vespa has always carried along the streets of the world".*

The heart of VESPA ROMA 2026 – 80 YEARS OF AN ICON will be the Foro Italico, specifically the Stadio dei Marmi, which will be transformed into the **Vespa Village** for the occasion. Here, Vespa will welcome its guests to tell its story and showcase its future, featuring a parade of the rarest and most precious historical models alongside the current range, lifestyle and fashion collections, and endless merchandising opportunities in a dedicated store area.

Sponsored by the Municipality of Rome, the four-day event is completely open to the public—because Vespa belongs to everyone—and boasts an incredibly rich lineup.

The Village's Main Stage will host continuous entertainment and special guests, with music and energy guaranteed by Radio DeeJay and its talents.

Naturally, the *Vespisti* will take center stage with their models from every era, alongside **Vespa Clubs** expected from **48 nations**. However, all Vespa lovers are invited to join the celebration and share their passion.

### **A CURATED PROGRAM**

- **Thursday, June 25:** The ribbon-cutting ceremony and the opening of the Vespa Village at 1:00 PM will mark the official start of the event. This will be followed by the presentation of the **Celebratory Coin** — issued by the Ministry of Economy and Finance and minted by the Istituto Poligrafico e Zecca dello Stato — and the official **philatelic postmark ceremony by Poste Italiane**. The **photographic exhibition "80 Years of Vespa,"** curated by Giacomo Bretzel, will open to celebrate the brand's stylistic evolution and its cultural and social impact.  
The evening will feature music and live entertainment by **Radio DeeJay** and **DJ Molella**.



- **Friday, June 26:** The Vespa Village will be in full swing with initiatives from Vespa and its partners. Vespa Clubs will take the spotlight with the **European Vespa Rally Championship** and the **Gimkana World Championship**. Live performances and a **DJ set by Wad** will take over the Radio DeeJay stage.
- **Saturday, June 27:** The highly anticipated **Grand Parade** will take place in the morning: thousands of Vespas from every era will ride through the streets of Rome, hitting the city's most iconic spots. It promises to be a spectacular explosion of color traversing Rome like never before in Vespa's history. The afternoon and evening will feature a **Treasure Hunt** at the Village and the **Vespa World Club** awards ceremony for the Sport and Tourism championships.
- **Sunday, June 28:** The **Concorso di Eleganza (Elegance Contest)** will traditionally be one of the most spectacular moments of the program, showcasing a parade of the rarest and most precious Vespa models. The official closing of the Village at 3:00 PM will mark the end of the celebrations, with Radio DeeJay's entertainment covering the entire day up until the final awards and the departure of thousands of Vespisti heading home.

**VESPA ROMA 2026 – 80 YEARS OF AN ICON** has brought together several **partners** who share Vespa's core values.

**Main Partners:** **ENI**, the global tech-driven energy company committed to a socially fair energy transition, alongside **isybank**, the digital bank of Intesa Sanpaolo, a project born within the Banca dei Territori Division led by Stefano Barrese.

**Antonio Valitutti, CEO of isybank**, noted: *“Just as Vespa has made mobility innovation accessible to millions over the years, isybank brings technology within everyone's reach. This is why we stand alongside Vespa to celebrate an iconic history whose values we share”.*

**Premium Logistic Partner:** **DSV**, offering global logistics services.

**Media Partner:** **Radio DeeJay**

**Premium Partner:**

**MOAK**, a global brand in coffee roasting and distribution;

**Molteni&C**, a leader in high-end indoor, outdoor, kitchen, and bespoke furniture, and the first independent industrial group in the luxury furniture sector with 100% Made in Italy production;

**Nestlé**, representing premium quality and Italian style worldwide with its brands **San Pellegrino** and **Panna**;

**TIM**, the tech player driving Italy's digital transition;

**Official Partner:**

**Dell'Orto**, a leading company in the development and production of fuel and engine control systems;

**Dreamride**, a financial services line created through the partnership between Santander and the Piaggio Group;

**Is Molas**, a 4-Star Superior Hotel, Resort, and Villas featuring an 18-hole golf course in Southern Sardinia;

**New Era**, the world-leading baseball cap company;

**Playmobil**, one of the world's most recognizable toy brands;

**Rinascente**, a prestigious collection of department stores featuring over 3,600 top Italian and international brands;